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The invention relates to a packaging and applicator device comprising a receptacle having a compressible portion and a dispenser endpiece. The device has first and second bearing surfaces situated at respective ends of the compressible portion so as to enable a user to exert pressure along the axis of the receptacle so as to move said bearing surfaces towards each other and compress the compressible portion. The first bearing surface is situated on the endpiece or in the vicinity thereof, so that the user can dispense the substance thereof, while holding the device in one hand and bringing said hand into contact with the surface onto which the substance is to be applied.